



CORDELL BANK, GULF OF THE FARALLONES AND MONTEREY BAY
NATIONAL MARINE SANCTUARIES
JOINT MANAGEMENT PLAN REVIEW

COMMUNITY OUTREACH - DRAFT ACTION PLAN
March 24, 2003 Meeting

Background:

Under the National Marine Sanctuary Program (NMSP), each sanctuary in the system conducts education and outreach activities to build broad public awareness about the existence and purpose of our nation's marine sanctuaries. The NMSP recognizes that a well-informed local, regional, and national constituency greatly enhances the ability of the sanctuaries to protect their cultural and natural resources. Therefore, outreach activities should provide local and state governments, businesses, non-governmental organizations, constituents, and the general public with the information necessary to be effective partners in the stewardship of sanctuary resources.

The current education/outreach programs at Cordell Bank, Gulf of the Farallones, and Monterey Bay National Marine Sanctuaries are very different in terms of their involvement with the public and the staff resources to carry out those activities. Each site develops an annual plan, with varying emphasis on schools, constituents and/or specific resource issues, community events and fairs, publications, and volunteer efforts. Each site also uses a mix of staff, volunteers, constituent groups, and friends groups to develop and implement these programs.

Problem Statement:

Because of limited resources generally, each site has primarily focused on a limited number of audiences within a limited geographic area. As a result, there are several areas where a broad-based public understanding needs to be enhanced. For example, there appears to be a lack of understanding and/or confusion about:

- The purpose of the National Marine Sanctuary Program,
- The benefits of having sanctuary status,
- The unique situation of having three sanctuaries contiguously located in north-central California,
- How these three sanctuaries together can work with other organizations to enhance regional outreach efforts regarding marine ecosystems,
- How to engage effectively with the Sanctuary Program and best protect sanctuary resources,
- How businesses, constituents, agencies, elected officials and others can provide informed input into decisions regarding sanctuary management and further enhance community awareness of the Sanctuaries,
- Regulations and programs associated with each sanctuary, and
- Emergency response contacts.

Goal:

A coordinated, collaborative regional community outreach strategy will build awareness throughout north-central California about: the existence and purpose of the three Sanctuaries and the national program; why their existence is relevant to people; the economic and intrinsic value of the three Sanctuaries to coastal and inland communities beyond such direct industries as fishing and ecotourism; how these three Sanctuaries are working with constituent groups; and how individuals and groups can be engaged in helping the Sanctuaries accomplish their resource protection, research, and education goals.

This plan will identify appropriate regional audiences and topics, develop regional outreach strategies, and marketing and media exposure efforts that effectively highlight specific program activities across all three sites as well as the national system. It will also complement each site-specific program and be flexible enough to incorporate new strategies and topics over time.

Evolutionary Nature of This Plan:

Over time, the messages included in the appendix of this plan may change; new issues may arise while others fall away. Each of the individual action plans in this management plan will also generate its own set of messages to be communicated to various audiences. Therefore, the strategies and activities serve as protocols, or methodologies, for how NMSP staff will develop and deliver those messages as well for how audiences and their needs will be identified.

Strategies – The Stewardship Circle:

The Stewardship Circle represents the continuous cycle of outreach, education, environmental literacy, and stewardship. The circle expands awareness, knowledge, changed attitudes, and ultimately changed behaviors throughout the community. The elements of the circle may be tailored to the specific needs of a given audience and may be delivered by specialists from that audience. The Circle is the basis of three strategies as follows:

STRATEGY X-CO.1 OUTREACH

Outreach provides audiences with sanctuary-related information and materials that increase awareness of NOAA's science, products, and services, in order to promote environmental stewardship, personal safety, and a healthy, sustainable economy. Its outcome is to raise general awareness of marine ecosystems, individual sanctuaries and the Sanctuary Program.

Activity A: Identify key messages/topics/programs

Timeline:

Potential Partners:

Activity B: Identify priority audiences

Timeline:

Potential partners:

Activity C: Design delivery methodologies

Timeline:

Potential Partners:

Activity D: Implementation

Timeline:

Potential Partners:

STRATEGY X-CO.2

EDUCATION

Education provides knowledge, training, or professional development to a particular audience on topics relevant to the world's atmosphere, climate, oceans and coastal ecosystems. There are many possible audiences, such as students, teachers, state and local agencies, community leaders, and the general public. Sanctuary-related educational activities are based on NOAA science; systematic in design with clear goals, objectives and measurable outcomes; aligned, where appropriate, with state or national education standards; and designed to facilitate evaluation by a third party. Its outcome is to build knowledge regarding marine ecosystems and the Sanctuaries.

Activity A: Identify key messages/topics/programs

Timeline:

Potential Partners:

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Timeline:

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Timeline:

Potential Partners:

STRATEGY X-CO.3

ENVIRONMENTAL LITERACY AND STEWARDSHIP

Environmental literacy means having a fundamental scientific understanding of the systems of the natural world and the relationships and interactions between the living and non-living environment. Its outcome is to change attitudes about marine ecosystems and the Sanctuaries.

An environmentally literate person, or steward, has acquired the necessary skills and expertise and has developed attitudes, motivations, and commitments to make informed decisions and to take responsible action. Its outcomes are to promote personal advocacy, informed public input into decisions regarding the Sanctuaries, and to create knowledgeable individuals who become active in outreach to others regarding marine ecosystems and the Sanctuary Program.

Activity A: Identify Key messages/topics/programs

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APPENDIX - Messages for the Stewardship Circle

The following are core messages about the NMSP that should form the backbone of all communication and outreach efforts:

Message: NOAA manages a system of 13 national marine sanctuaries

- Sanctuaries are unique ocean and Great Lakes areas that have special ecological, cultural, scientific, esthetic, historical, or recreational qualities.
- Sanctuaries are specifically designed to maintain for future generations the animals, plants, cultural artifacts, and environmental quality of these underwater treasures.
- NOAA's National Marine Sanctuary Program is empowered by Congress through the National Marine Sanctuaries Act to serve as trustees for America's Ocean Treasures
- The National Marine Sanctuary Program seeks to facilitate all uses of sanctuary resources that are compatible with the primary objective of resource protection.
- The National Marine Sanctuaries Act calls for the establishment of areas of the marine environment which have special conservation, recreational, ecological, historical, cultural, archeological, scientific, educational, or aesthetic qualities.

Message: The National Marine Sanctuary Program conducts science and education activities and works with the public to manage and protect these ocean treasures.

- Public participation, combined with the best science available, is important for effective sanctuary management.
- Sanctuaries are living classrooms where people can see, touch, and learn about the nation's ocean and Great Lakes environments.
- Science helps determine how different human and natural factors affect the health of marine ecosystems.
- Long-term monitoring programs help managers identify and respond to changes in marine ecosystems.
- Our economy and our enjoyment of the oceans' beauty depends on all of us learning more about the marine world than we know today.

Message: The National Marine Sanctuary Program promotes long-term conservation while allowing for compatible commercial and recreational activities

- The National Marine Sanctuary Program promotes the long-term conservation of America's natural heritage.
- The National Marine Sanctuary Program seeks to protect ecosystems and marine life. This helps to allow sustainable use of these resources over the long-term.
- Sanctuaries are places the public can participate in a wide variety of recreational and commercial activities, including swimming, wildlife watching, diving, boating, and fishing as long as the activities are compatible with resource protection.

Message: Sanctuaries help preserve our Nation's natural and cultural treasures for future generations.

- Sanctuaries belong to all of us, their future is in our hands.

- We all own something precious, sanctuaries are part of our national heritage.
- Sanctuaries attempts to ensure that special places are left as undisturbed by human impacts as possible so that future generations can enjoy the environment in the same natural state we can today.
- Sanctuaries help to protect habitats that provide food, shelter, and nursery areas for over 1,500 fish species, marine mammals, birds, and other unique marine life.
- The National Marine Sanctuary Program enhances our understanding of our maritime heritage by partnering with native cultures and protecting historic shipwrecks and prehistoric sites.
- Studying and preserving shipwrecks helps us understand the history of our nation and of other cultures.

Message: Sanctuaries are an investment in our future.

- The National Marine Sanctuary Program works with local communities to protect marine ecosystems that support their livelihoods
- Sanctuaries help contribute to healthy coastal economies.
- Our Nation's economic security depends on wise stewardship of our marine resources.
- The National Marine Sanctuary Program seeks to balance the needs of today while ensuring healthy resources are available to support coastal communities in the future.
- Coastal tourism generated over \$1.4 trillion in economic activity in 2001, making it one of the largest industries in the United States.
- Approximately 89 million Americans vacation and recreate along the U.S. coast annually
- Coastal economies depend on healthy marine ecosystems

Frequently Asked Questions:

What is a national marine sanctuary? Our national marine sanctuaries embrace part of our collective riches as a nation. Within their protected waters, giant humpback whales breed and calve their young, temperate reefs flourish, and shipwrecks tell stories of our maritime history. Sanctuary habitats include beautiful rocky reefs, lush kelp forests, whale migrations corridors, spectacular deep-sea canyons, and underwater archaeological sites. Our nation's sanctuaries can provide a safe habitat for species close to extinction or protect historically significant shipwrecks. Ranging in size from less than one square mile to over 5,300 square miles, each sanctuary is a unique place needing special protections. Natural classrooms, cherished recreational spots, and valuable commercial industries—marine sanctuaries represent many things to many people.

What is the National Marine Sanctuary System? A 13-site system of thirteen underwater protected areas, encompassing over 18,000 square miles of marine and Great Lakes waters from Washington State to the Florida Keys, and from Lake Huron to American Samoa. Sanctuaries were established for their national ecological, cultural, and/or recreational significance.

What is the National Marine Sanctuary Program? The National Marine Sanctuary Program serves as the trustee for a system of thirteen underwater protected areas, encompassing 18,000 square miles of marine and Great Lakes waters from Washington State to the Florida Keys, and

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from Lake Huron to American Samoa. The National Oceanic and Atmospheric Administration's (NOAA) Ocean Service has managed national marine sanctuaries since passage of the National Marine Sanctuaries Act in 1972. Protecting sanctuary resources requires a great deal of planning, management, and cooperation between federal, state, and local officials, and the public. The National Marine Sanctuary Program works cooperatively with its partners and the public to balance enjoyment and use with long-term conservation. Increasing public awareness of our marine heritage, scientific research, monitoring, exploration, educational programs, and outreach are just a few of the ways the National Marine Sanctuary Program fulfills its mission to the American people. The Program's staff is ever mindful of their responsibility to protect America's ocean treasures for this and future generations.

How does a sanctuary get established? Under the 1972 Marine Protection, Research and Sanctuaries Act, the Secretary of the Department of Commerce is authorized to designate discrete areas of the marine environment as national marine sanctuaries to promote comprehensive management of their special conservation, recreational, ecological, historical, research, educational, or aesthetic resources. The U.S. Congress can also designate national marine sanctuaries.

How did these three sanctuaries get established (these three sanctuaries protect x number of endangered species, cultural resources-diversity of habitats, wildlife etc.)?

Cordell Bank NMS, designated in 1989, encompasses 526 square miles of open ocean off Point Reyes. Cordell Bank is a submerged island that reaches within 120 feet of the ocean surface. The upwelling of nutrient rich ocean waters and the bank's topography create one of the most biologically productive areas in North America – a lush feeding ground for fish, marine mammals, and seabirds. Its depth, currents, and distance from the mainland have kept this remote and productive part of the California sea floor a mystery to most of the public.

Gulf of the Farallones NMS is located along the California coast west of the San Francisco Bay area. It was designated in 1981 and encompasses 1,255 square miles. The Gulf of the Farallones is rich in marine resources, including spawning grounds and nursery areas for commercially valuable species, at least 36 species of marine mammals, and 15 species of breeding seabirds. One-fifth of California's harbor seals breed within the Sanctuary, and the Farallon Islands are home to the largest concentration of breeding seabirds in the contiguous United States. The Sanctuary also includes the coastline up to the mean high tide, protecting a number of accessible lagoons, estuaries, bays, and beaches.

Monterey Bay NMS stretches along 276 miles of the central California coast and encompasses 5,328 square miles of coastal and ocean waters. It was designated in 1992 and contains many diverse biological communities, including sandy bottom and rocky outcrop habitats, the nation's largest expanse of kelp forests, one of the deepest underwater canyons in North America, and a vast open ocean habitat. Nutrients from two upwelling centers fuel an abundance of life, from tiny plankton to huge blue whales. This diversity of habitats and marine life has made the Sanctuary a national focus for marine research and educational programs.

Why is it important to have a sanctuary? Why are sanctuaries important to coastal communities?

The primary role of a sanctuary is to protect its ecosystem's natural and cultural features while allowing people to use and enjoy the ocean in a sustainable way. Sanctuary waters provide a secure habitat for species close to extinction and protect historically significant shipwrecks and artifacts. Sanctuaries serve as natural classrooms and laboratories for schoolchildren and researchers alike to promote understanding and stewardship of our oceans. They often are cherished recreational spots for sport fishing and diving and support commercial industries such as tourism, fishing and kelp harvesting.

What is an ecosystem? An ecosystem is the community of animals and plants and the environment with which it is interrelated. Within a sanctuary, the ecosystem includes all the living organisms, the ocean and its currents, the sea floor and shoreline, and the air and wind above. It may also include the freshwater watersheds that flow into the Sanctuary and that are the spawning grounds for salmon and other fish species.

What are marine resources and why must they be protected? (Living and cultural) The term "marine resources" broadly defines the living marine resources (plants and animals), the water and currents, and the ocean floor and shoreline with a sanctuary. It also includes the historical and cultural resources within a sanctuary, from shipwrecks and lighthouses to archaeological sites and the cultural history of native communities. Sanctuaries are established to protect areas that encompass unique or significant natural and cultural features.

How does a sanctuary protect marine life? Sanctuary managers rely on a variety of mechanisms to understand and protect the sanctuary's living and historical resources. The National Marine Sanctuaries Act, along with site-specific legislation and regulations, provides the legal framework outlining the activities that are allowed or prohibited. The sanctuaries implement a permit system to regulate and oversee potentially harmful activities in sanctuaries. This framework may be enhanced by the adoption of state and other federal laws and regulations. Another important tool is "interpretive enforcement", emphasizing education about responsible behavior as a proactive method to prevent harmful resource impacts from occurring in the first place.

Don't other federal/state/local agencies already do this? Local, state and federal agencies may have overlapping regulations or other management authorities aimed at protecting specific marine resources. However, no other federal agency is directly mandated to comprehensively conserve and manage special areas of the marine environment like the National Marine Sanctuary Program. Each agency may focus on different aspects or different resources, but generally their goals are consistent with protection and sustainable development of these marine areas. Coordination and cooperation among the responsible government agencies are key to successful sanctuary management.

Additional concepts from February 20:

Potential story lines:

Fundamental questions: what are sanctuaries; why should I care; what can I do?

History: What we've done so far; what still needs to be done to improve; how to help, get involved, consider what YOU get out of the Sanctuary

Other questions:

How does the Sanctuary affect us and how do we affect the Sanctuary?

What industries are active in the sanctuaries?

Collaboration of all users to protect/promote resources

Are there regulations that cross cut 3 sites?

What does biota mean?